

**A STUDY ON THE POTENTIAL OF CULTURAL TOURISM IN
HYDERABAD**

Submitted To

*The University of Kerala in partial fulfillment of the requirement for the
Award of the Degree of Bachelor of Commerce (TOURISM AND TRAVEL
MANAGEMENT)*

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CERTIFICATE

This is to certify that this report entitled to "THE POTENTIAL OF CULTURAL TOURISM IN HYDERABAD" is a bonafide record of work done by Adarsh C (33815171001), Aswathy Mohan V (33815171019), Bibin George (3381517101), Jisha Varghese (33815171030), Jithin Varghese, (33815171031) in partial fulfillment of the requirement for the Award of Degree in Bachelor of Commerce (Tourism and Travel Management), of the University of Kerala.

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DECLARATION

We hereby declare that this report is a bonafide work done by us in study of (THE POTENTIAL OF CULTURAL TOURISM IN HYDERABAD) in partial fulfillment of the requirement for the award of Bachelor of Commerce (Tourism and Travel Management), of The University of Kerala. The findings in this report are based on the internship training done by us and are not reproduced from any other source.

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CHAPTER.1

INTRODUCTION

1.1 INDIAN TOURISM – AN OVERVIEW

India is a country with a haven of tourism delights like wealth of sights, cultural exuberance, and diversity of terrain. It is no doubt that India is a place of wonder, with creative burst of cultures, races, and religions, over a billion people, 15 official languages, and gifted nature's beauty. Its diversity is out of all bounds. Indians live with variety and thrive on diversity. From mud hut to mansion, there is variety. In every aspect, India is on massive exaggerated scale which can be compared to the superlative Himalayan Mountains. It is set apart from the rest of Asia by the supreme continental wall of the Himalayas. It touches the three large water bodies. This triangular peninsula defined by the Bay of Bengal to the east, the Arabian sea to the west, and the India Ocean to the south has in its store the wealth of natural resources. The abundance of vast mountain ranges, exciting national parks, enchanting rivers, roaring seas, silent valleys, thrilling waterfalls, historical monuments, holy temples, and diverse tribal culture added with the hospitality of its people, India offers innumerable opportunities for tourism.

According to the World Travel and Tourism Council, Indian tourism revenue grew 6.9 percent to almost \$42 billion in 2010 despite a global recession. This compares to a worldwide tourism industry that remained flat during the same time period.

Domestic tourism fueled much of the growth as Indians increasingly visited other areas of their country, but international arrivals also played an important part in the industry's expansion. Just over five million international tourists arrive in India annually (2009), and while that represents less than 1 percent of total worldwide international travel, tourists to India spend almost twice as much as the average international tourist. Tourism benefits India in three ways—employment, foreign currency and infrastructure development. Over 20 million people work in India's tourist industry. This includes jobs in hotels, transport, attractions and tour companies. Others indirectly benefit such as restaurants and retail shops. Tourism generates over \$11 billion in foreign currency, assisting the country's trade balance. Another benefit is infrastructure development such as hotel construction, airport improvements and ground transportation systems. As an example, the government set a deadline for opening a major expansion of Delhi's metro system concurrent with the opening of the 2010 Commonwealth Games. The city met the deadline and welcomed thousands of tourists with improved transportation throughout the city. In addition, tourism promotes understanding among people, both among Indians from different parts of the country, and with foreigners.

Tourism in India is economically important and is growing rapidly. The World Travel & Tourism Council calculated that tourism generated 15.24 lakh crore (US\$230 billion) or 9.4% of the nation's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to 32.05 lakh crore (US\$490 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment. Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, recording a growth of 15.6%. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur have been the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked at 28 by the number of foreign tourist arrivals, while Mumbai is ranked at 30, Chennai at 43, Agra at 45, Jaipur at 52 and Kolkata at 90.

The Travel and Tourism Competitiveness Report for the year 2017, ranked India 40th out of 136 countries overall. The report ranks the price competitiveness of India's tourism sector 10th out of 136 countries. It mentions that India has quite good air transport (ranked 32nd), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 29th). The country also scores high on natural and cultural resources (ranked 9th). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world and 7th among Asian and Pacific countries.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cultural cruise, medical and eco-tourism. The Ministry also maintains the ‘Incredible India’ campaign focused on promoting tourism.

1.2 DEFINING CULTURAL TOURISM

“Culture is the widening of the mind and of the spirit” – Jawaharlal Nehru. Tourism involves cultural exchanges and results in cultural enrichment of those who travel as well as those at the receiving end. Cultural factors attract tourists to destinations- architecture, sculpture, painting, historical monuments and birthplaces of famous people- are often visited by tourists. Culture is tourism’s main attraction – without culture to make the difference, every place would seem bluntly the same. World Heritage Sites are nothing but cultural sites, such as the Pyramids in Egypt, the Tower of London, the Great Wall of China, the Taj Mahal etc. Cultural tourism (or culture tourism) is the subset of tourism concerned with a country or region’s culture, especially its arts. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e, festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming immensely popular throughout the world and a recent OECD report has highlighted the role that cultural tourism can play in regional development across the globe.

Cultural tourism has been defined as ‘the movement of persons to cultural attractions, away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs.’ Cultural tourism may also be defined as special interest holidays, essentially motivated by cultural interests such as trips and visits to historical sites and monuments, museums and galleries, artistic performances and festivals as well as lifestyles of communities. Across the world, the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of urban lifestyles have led to a “counter-urbanization syndrome”. This has led to growing interest in the rural areas. At the same time, this trend of urbanization has led to falling income levels, lesser job opportunities in the rural areas leading to an urbanization syndrome in the rural areas. Cultural tourism is one of the few activities which can provide a solution to these problems. It is a proven way to strengthen viable, small business, resulting in increased household income and savings, and thus, alleviating the crunch of economic poverty.

Tourism definitions place cultural tourism within a broader framework of tourism concepts and tourism management dynamics. For instance **“Cultural tourism is a form of special interest tourism, where culture forms the basis of either attracting tourists or motivating people to travel (Mc Intosh and Goeldner, 1990; Zeppel, 1992).** Others place it in a tourism systems context, recognizing that it involves interrelationships between people, places and cultural heritage (Zeppel and Hall, 1991). Cultural tourism has also been conceptualized from a business perspective as involving the development and marketing of various sites or attractions for foreign as well as domestic tourists (Goodrich, 1997).

1.3 CULTURAL TOURISM IN INDIA

Cultural tourism in India is the predominant factor behind India’s meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture. The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the ‘Incredible India!’ campaign and this has led to the growth of culture tourism in India. India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India.

The diverse culture of North India has paved the way for the invaders like Aryans, Huns, Greeks and Afghans to capture its different parts and rule for years. Therefore the regions representing different culture live in harmony with each other. The cultural diversities of North India are reflected through its distinct Architectural heritage monuments and religious places of worship. The cultural heritage of the seven states of North India Jammu & Kashmir, Uttarakhand, Himachal Pradesh, Chandigarh (Union Territory), Delhi, Haryana and Punjab together represents the culture of north India. The other states of Rajasthan, Madhya Pradesh and Bihar which are considered as North Indian states for their cultural and linguistic similarities are not formally part of North India.

South India is a fascinating site famous to a variety of culturally distinct and the visually energizing landscapes. The state in the country is the heart of native India and comes flooded of cultural values. Imbued by diverse languages, festivals and the heritage richness, South India comes answerable all about discovery to intellectual thought and the age-old tradition. South India is an exceeding tourist destination, blessed by God completely. There comes no dearth of enthralling attractions and the sightseeing spots. Truly the state is the richest part of the country, in terms of natural beauty and abundant culture. The states of South India

such as Kerala, Tamil Nadu, Karnataka and Andhra Pradesh are full of tourist attractions that are ideal place to celebrate the vacations. In fact, Southern part of India is among the few territories, exploring the unforgettable experiences to its visitors.

South India is a region in the southern part of India. It includes the states Andhra Pradesh, Karnataka, Kerala and Tamilnadu. It also houses the Union Territory Pondicherry (Puducherry) and Lakshadweep Island in the Arabian Sea. The Godavari, Krishna, Tungabhadra and Kaveri rivers are important non-perennial sources of water. Southern region speak one of the Dravidian languages: Kannada, Malayalam, Tamil, Telugu, and Tulu. The classical dances of India like "Bharat Natyam" and "Kathakali" have South Indian origin. This part of India has enormous beaches, water falls, forests, lakes, backwaters, Wild Life Sanctuary etc. The famous cities in this region are Hyderabad and its twin city Secunderabad, Mysore, Bangalore (Bengaluru), Kochi (Cochin), Trivandrum (Thiruvananthapuram), Chennai (Madras), Kanyakumari (Nagercoil) etc. Some of the famous hill stations in this region are Kodaikanal, Ooty (Ootacamund), Munnar etc.

1.4 CULTURAL TOURISM IN HYDERABAD

Hyderabad, the City of Pearls, is the capital of Telangana and Andhra Pradesh and named after Hyder Mahal, wife of the ruler Qutab Shah. More than 400 years old Hyderabad today is the fifth largest metropolis of India and is known for its history, culture heritage monuments crafts and dance. Hyderabad is also home to the film industry of Andhra Pradesh, popularly known as known as Tollywood. Tollywood is the third largest in India by the number of films produced annually. Ramoji Rao Film City, Charminar, Golconda fort, Hussain Sagar Lake and Srisailem, are some of the touristy places you could visit here. Hyderabad culture is also known as 'deccani tehzeeb'. It is the result of a large number of Muslim dynasties that ruled the city in the past. A blend of Hindu and Muslim traditions add to the unique culture of Hyderabad. The former rulers contributed to the arts, literature and architecture. Classical Indian music and Kathak dance are popular in the city and are performed at several cultural events held every year. Hyderabad is celebrate their festivals enthusiastically. The festival of Eid is supplemented by vibrant markets in the old city, selling beautiful handicrafts, Hyderabad Biryani and Hyderabad Haleem in particular. The Hindu festival of Ganesh Chaturthi is also celebrated ardently, when people flock to lakes such as Hussain Sagar for 'visarjan'. Other festivals celebrated in the city are Diwali, Holi, Bonalu, Ugadi, etc. Apart from pearl and diamond jewellery, metal handicrafts such as Bidri ware, an art that dates back to the sixteenth century, is popular in Hyderabad. A type of 3000-year-old hand-painted/block printed, cotton textile art called 'Kalamkari', is still in use in Hyderabad. Pochampalli silk sarees, from Telangana, are extensively sold in the city.

The capital of Telangana, Hyderabad is the sixth most populated city in India and is home to a bustling multicultural society. Popularly known as the "City of Pearls" and the "City of Nizams", Hyderabad has been the centre of a vibrant historical legacy, ever since its

inception by the Qutub Shahi dynasty, to be later on conquered by Mughal Empire and finally falling in the hands of Asaf Jahi dynasty. The influence of this vast royal past shines even today in Hyderabad's culture, food and iconic architectural structures such as Charminar and Golkonda Fort which stand as testaments to the city's glorious history. The locals of the city are referred to as Hyderabadis, and they have developed a culture that is distinctly a mixture of both Muslim and Hindu traditions

The city's boundaries have been extending far beyond the original city - now called the Old City - to include Secunderabad and new developments in adjacent municipalities. The city has its fair share of history and culture which now seems to be overtaken by the metro image with the sprawling cafes, malls and corporate buildings. Hyderabad also provides for a great gastronomical experience for spicy food lovers.

The city of smiles, of lights, of a thousand faces, endearingly called the Pearl City, Hyderabad offers a variety of tourist attractions ranging from Heritage monuments, Lakes and Parks, Gardens and Resorts, Museums to delectable cuisine and a delightful shopping experience. To the traveller, Hyderabad offers a fascinating panorama of the past, with a richly mixed cultural and historical tradition spanning 400 colourful years. Some of the tourist attractions include.

Hyderabad, one of the largest princely state established by Muhammad Quli Qutb Shah in 1591 has been enriching its historical values and culture ever since. After a century of Qutb Shahi rule Mughal mushroomed their control over this powerful state. History of the city has had an impact on its traditions, practices, food, clothing and language. During the rule of Asaf Jahi, Nizam of Hyderabad, Deccan region along with Hyderabad reached the summit of progress and development in every sense possible. In the beginning, Nizams ruled as a part of Mughals but later on, they split in order to form an independent kingdom. Nizams exercised their control over potent Hyderabad till Indian independence in 1947. Over the years, Hyderabad has established itself as one of the finest amalgamations of ancient and modern history. The land of the Nizams has a glorious history laced intrigue. The gorgeous Falaknuma Palace, the Charminar, the Golconda fort are majestic structures from this period of time that certainly merit a visit. The delicious Hyderabadi biriyani came into existence around this time. The Chowmahalla Palace is another stunning heritage structure of this era.

1.5 CULTURAL ATTRACTIONS IN HYDERABAD.

1. CHARMINAR

At a distance of 4 km from Nampally Railway Station, Charminar stands in the heart of the old city and is the most important monument in the city. Charminar is one of the top places to visit in Hyderabad city and a grand heritage site in Telangana state. Along with Golconda Fort, Charminar is the prime tourist place represented for promotion of Hyderabad Tourism. The

Charminar was constructed in 1591 by Mohammed Quli Qutub Shah to mark the end of an epidemic of plague in Hyderabad city. Since the construction of the Charminar, the city of Hyderabad has almost become synonymous with the monument. It is located near the bank of the river Musi. Charminar is derived from two distinct words Char and Minar, which means four towers. It is a massive and impressive structure with four minarets.

Charminar is constructed in Indo-Islamic architecture. Marble, limestone, mortar and granite are used in the construction of this grand structure. This is a two-storied building. The balconies on this floor provide a great view of the surrounding areas and the dome of the monument. This is a square structure measuring 31.95 m on each side with imposing arches spanning a distance of 11 m. A row of small vaulted niches ornament each of the four arches. The four minarets are three storied structured rising to a height of 56 m. The spiral staircase inside the minarets has 149 steps leading to the top. The ornamental arches on the minarets add to the aesthetic value. The notable feature of Charminar is the location of a mosque with an open courtyard on the second floor. This is usually closed for general public visit. The structure is also known for its stucco decorations and arrangement of balustrades and balconies. The floral designs are varied and delicately executed. It was a synthesis of Mughal and Hindu architecture executed by the local artisans. The clocks above each of the four archways were added in 1889. At the base of Charminar was originally a water pond at the center with a small fountain for customary ablutions, before offering prayers in the mosque.

Laad Baazar: This is famous, colourful shopping centre of the old city, tucked away in one of the streets leading off from Charminar. Bridal wear, Pearls and the traditional Hyderabad glass and stone studded bangles are sold here.

2. GOLCONDA FORT

At a distance of 11 km from Nampally Railway Station, Golconda Fort (also written as Golconda Fort) is situated towards the western outskirts of Hyderabad. The fort is one of the prime places to visit in Hyderabad and also an important heritage site in Hyderabad city. Along with Charminar, Golconda Fort is the prime tourist place represented for promotion of Hyderabad Tourism.

The word 'Golconda' originated from Golla Konda which stands for Shepherd's Hill in Telugu. Golconda Fort was first constructed as a mud fort by the rulers of Kakatiya Dynasty in the 13th century. The fort was rebuilt and strengthened by Pratapa Rudra of the Kakatiyas. It was further strengthened by the Musunuri Nayaks, who defeated the Tughlaq army occupying Warangal. The fort was ceded to the Bahmani Sultanate as part of the treaty in 1364. It was later re-built with granite by initial Qutub Shahi kings, which took about 62 years to complete. Golconda Fort was under the control of Qutub Shahis from 1518 AD to 1687 AD. The fort finally fell into ruins after the siege of Mughal Empire under Aurangzeb in 1687. The fortress

was built on a granite hill that is 400ft high and surrounded by massive fortification walls. Golkonda consists of four distinct forts with a 10 km long outer wall having 87 semicircular bastions; some still mounted with cannons, eight gateways, four drawbridges and number of royal apartments, temples, mosques, armory, stables etc. The outermost enclosure is called Fateh Darwaza meaning Victory gate, after Aurangzeb's army marched successfully through this gate. At Fateh Darwaza one can witness fantastic acoustical effects, which is one among the many famous engineering marvels at Golconda. One handclap at a certain point below the entrance dome can be heard at the highest point of the pavilion almost a kilometer away. This was said to be used for warning the royals in case of an attack.

The main structure of the fort is laid out in a sequence of enclosures that holds the public and administrative structures to the royal residences and halls. The mortuary baths lie to the right of the portico. The offices of Akkanna and Madanna are further up. Ruins of the Ambar Khana and Bari Baoli (step well) are close to the upper terrace. The crowning glory of the Fort is the Durbar Hall, which stands atop a hill. It's approached by well laid steps of about one thousand. Other attractive features of the Fort include water supply system, famous Rahban cannon and the prison which housed Ramadas who built the temple of Bhadrachalm. The region is known for the mines that have produced some of the world's most famous gems, including the Koh-I-Noor, the Hope Diamond and the Nassak Diamond.

❖ Sound & Light Show at Golconda Fort:

The glorious past of Golconda Fort is narrated effectively with matchless Sound and Light effects. The unique Sound & Light Show takes you right back in time, when Golconda was full of life, glory and grandeur.

- ❖ Qutb Shahi Tombs: The tombs of the legendary Qutb Shahi kings lie about a kilometre away from Banjara Darwaza of the Golconda Fort. Planned and built by the Qutb Shahis themselves, these tombs are said to be the oldest historical monuments in Hyderabad. They form a large group and stand on a raised platform. The tombs are built in Persian, Pathan and Hindu architectural styles using grey granite, with stucco ornamentation, the only one of its kind in the world where an entire dynasty has been buried at one place.

3.Birla Mandir (Venkateswara Temple)

This white marble temple of Lord Venkateshwara floats on the city skyline, on Kala Pahad. The idol in the temple is a replica of the one at Tirumala Tirupati. Birla Mandir is a magnificent marble temple dedicated to Lord Venkateshwara. The temple stands on 280 feet high hillocks called Kala Pahad & Naubat Pahad in the center of Hyderabad city. Dedicated to Lord Venkateshwara (Balaji), the temple is made of white marble brought from Rajasthan. This is one of the must visit tourist places in Hyderabad city. The temple was constructed by Birla

Foundation in 1976, which has also constructed several similar temples across India, all of which are known as Birla Mandir.

This temple is a wonderful blend of Nagara and South Indian temple architecture. A Rajagopuram built in the South Indian style greets the visitors. The tower over the main shrine of Lord Venkateshwara called the Jagadananda Vimana is built in Dravidian style, while the towers over the shrines of the consorts are built in the South Indian style. The granite image of the presiding deity is about 11 ft tall and a carved lotus forms an umbrella for this image. In the inner shrine of the temple is a replica of the Venkateshwara temple at Tirupati. The brass flagstaff of the temple reaches to a staggering height of 42 ft. Mythological scenes from the great epics of Ramayana and Mahabharata are finely sculpted in marble. Apart from the main shrine, the consorts of Venkateshwara, Padmavati and Andal are housed in separate shrines. The temple also has separate shrines for various Hindu gods and goddess including Shiva, Shakti, Ganesh, Hanuman, Brahma, Saraswati, Lakshmi and Saibaba. There is also a temple dedicated to Buddha in this complex, with fresco paintings describing his life and work.

The Birla Mandir presents a spectacular sight when illuminated at night. It overlooks the waters of Hussain Sagar Lake, provides a panoramic view of the twin cities of Hyderabad and Secunderabad. This temple is usually crowded on Saturdays.

Birla Planetarium: Birla Planetarium is India's most modern planetarium and first of its kind in the country. It is equipped with advanced technology from Japan and is built on Naubat Pahad adjacent to Kala Pahad. And the Science Museum stands tribute to the advancement achieved by Science and Technology

4. Salar Jung Museum

The Salar Jung Museum located near Afzal Gunj is one of the best museums in India. This is also one of the most visited among Hyderabad tourist places. Situated on the southern bank of the Musi River, this museum houses the collections of Mir Yusuf Ali Khan, commonly known as Salar Jung III, Prime Minister of the seventh Nizam of Hyderabad. The museum has a collection of over 50000 items for exhibition. There are 38 galleries in the Museum spread across three buildings- Central Block, Eastern Block and Western Block on two floors. The collection of the museum and the library were transferred from Diwan Deodi to the new building in the year 1968 and two more buildings were added in the year 2000. The Veiled Rebecca made with Italian marble is one of the main attractions of the museum including Musical Clock, Marguerite & Mephistopheles and Ivory Room. The Central Block has 27 galleries (ground floor 15 galleries, first floor 12 galleries). The collection can be divided into Indian Art, Middle Eastern Art, Far Eastern Art, European Art and Children's Section. Apart from this, a gallery is devoted to the illustrious Salar Jung family, which was mainly responsible for acquiring the collection.

The Indian Art Objects Comprises of stone sculptures, bronze images, painted textiles, wood Carvings, Jade carvings, metal-ware, manuscripts arms and armor etc. Middle East is represented through its art objects from Persia, Syria and Egypt covering the diverse media like carpets, manuscripts, ceramics, glass, metal ware, furniture, lacquer etc. Salar Jung Museum is one of the few Indian museums which can boast of a fairly extensive collection of Far Eastern Art consisting of Sino-Japanese art objects of porcelain, bronze, enamel, lacquer ware, embroidery, paintings, wood and inlay work. European collection comprising of art objects ranging from resplendent and excellent examples of oil paintings, aesthetically attractive glass objects to majestic furniture, splendid examples of ivory, enamel ware and clocks. The objects on display in the children's section of the museum are a testimony to the vast range of interest and diverse nature of Salar Jung III, in collecting objects. The museum also possesses a huge library consisting of nearly sixty thousand books, manuscripts, journals etc., and it is a monument to the love of learning of the Salar Jung family. The museum organizes temporary exhibitions periodically on various themes. It is also maintaining a Mobile Exhibition Van arranging exhibits on different themes on the museum's collections at the doorstep of schools, villages and other public places as part of Museum Education.

5. BUDDHA STATUE

At a distance of 3.5 km from Nampally Railway Station & 0.5 km from Lumbini Park, Buddha Statue has been placed on the rock of Gibraltar in the placid waters of the Hussain Sagar. The Buddha Statue is the world's largest single-stone statue of Buddha with a height of 72 feet (including base) and the weight of 450 tons. This is one of the prime attractions in Hyderabad city. During his visit to New York, Andhra Pradesh Chief Minister N.T. Rama Rao (1983-89) saw the Statue of Liberty and inspired to build a similar structure of Gautama Buddha in the famous Hussain Sagar Lake. Erected as part of the Buddha Poornima project in 1985, this monolithic statue was erected out of a white granite rock. It was carved by 200 sculptors for two years. After 5 years and the expenditure of \$3 million, the statue stood at 58 feet and weighed 350 tons, making it the world's tallest monolithic statue of the Buddha. A concrete platform measuring 14 feet, now referred to as the Rock of Gibraltar, was constructed in the middle of Hussain Sagar to aid in erecting the statue. While installing the statue in the middle of the lake, it accidentally fell into the lake. After a two-year salvage operation, the statue was pulled out of the lake and was installed on the platform successfully in 1992. In 2006, Dalai Lama consecrated the statue after performing a ritual.

Attached to it, Lumbini Park was inaugurated with musical fountains, Bonsai Plants and a boat ride from Lumbini Park to the Buddha Statue. A visit to Buddha statue by boat is a memorable experience. The best time to visit is evening when the statue is illuminated with colorful lights.

6. LUMBINI PARK

Lumbini Park is located near the Tank Bund on the banks of Hussain Sagar Lake. The Lumbini Park has been named after the birthplace of Buddha and it lies just opposite a famous Buddha statue. The boats to reach Buddha statue start from Lumbini Park. The park was developed as part of the Buddha Purnima project of the state government in 1994. It is one of the most beautiful parks in the city of Hyderabad and one of the best places to visit in Hyderabad city. In 2007, it was one of the targets of the 25 August 2007 Hyderabad bombings that killed 44 people. The Lumbini Park has become an ideal place of relaxation and a place of amusement. The key features of the park are the fantastic floral clock, the cascading artificial waterfalls and the dancing musical fountains. The Park offers the opportunity to watch one of the greatest laser shows currently happening in India. The laser show attracts thousands of visitors every year to the park. There is also a musical fountain in which the water from the synchronized fountains is released in accordance with the popular Telugu and Hindi tunes being played. The giant clock at the entrance of the park has been designed using various kinds of seasonal flowering plants, wide variety of cacti and rocks. Lumbini Park jetty is a major attraction for boating lovers to enjoy the boating in historic Hussain Sagar Lake and to reach Buddha Statue. For boating there are two choices available - speed boat and the ferry ride.

7. RAMOJI FILM CITY

Ramoji Film City (RFC) is situated near Hayathnagar on NH9 towards Vijayawada. This is the world's largest integrated film studio complex and also a popular tourism and recreation center. This is a popular getaway from Hyderabad to spend a full day. Ramoji Film City is spread over a vast area of about 2500 acres, is a major film-making facility in India. Owned by film producer and media baron Ramoji Rao, the construction of RFC was completed in 1996. The Film City has been certified by Guinness World Records as the world's largest film studio complex. It can accommodate about 50 film units at the same time. The outdoor locations and lush greenery of Ramoji Film City attract tourists as well. The studio has produced films in a number of languages, including Telugu, Hindi, Malayalam, Tamil, Kannada, Oriya, Marathi, Bengali and international films.

Ramoji Film City is a popular family getaway in Hyderabad. It also serves as the perfect destination for corporate events and lavish weddings. The dramatic film city is a best option if you want to spend a fun day with a number of rides and recreational activities. It also has two hotels, Tara and Sitara for the guests to stay in. Some of the major attractions of the spectacular film city are Sun Fountain, Japanese Garden, Angel's Fountain, Jail, Princess Street, Eureka, Airport, Railway Station, Temple, Gardens, Ramoji Tower and Film World. There is also a south Indian village, a north Indian village, sky scrapers, slums, Ajanta and Ellora caves, a bazaar, a multi-purpose building, a pool and artificial waterfalls etc. Ramoji Tower offers a

fabulous aerial view of the film city. It also gives a one-of-its-kind experience of 4D virtual reality.

8. MECCA MASJID

The Mecca Masjid is one of the oldest and biggest mosques in the country and a major heritage site in Hyderabad. The construction of this mosque was started by Mohammad Quli Qutub Shah in 1617 and completed by Aurangzeb in 1694. The hall of the masjid measuring 67m long, 54m wide and 23m high can accommodate nearly 10000 worshippers at a time. The roof is supported by 15 graceful arches. Inscriptions from the holy Quran have been intricately depicted on many of the arches and doors. It is believed that bricks brought from Mecca were implanted in the walls of the central arch and hence the name Mecca Masjid.

In the courtyard of the mosque, there is a beautiful man-made pond of bluish water, flanked by two stone and slab seats. The masjid also houses many ancient and sacred relics, one of which is the hair of Prophet Mohammed. Towards the southern end of the mosque lie the marble tombs of members of the Asaf Jahi dynasty.

9 NEHRU ZOOLOGICAL PARK

Nehru Zoological Park located in Bhadurpura is one of the most popular places to visit in Hyderabad and one of the biggest zoological parks in the country. It is visited by large number of family tourists, especially in the summer season. Established in 1959; it is spread across 300 acres of lush green land. It houses over 1500 species of animals and birds. The park comprises a Natural History Museum, a Lion Safari Park and a children-s train. The Mir Alam Tank is with in the zoo park premise and boating facility is available here. Many species of birds like pelicans, peacock, dove, love birds, parakeets, pied horn bills, grey horn bills and manias, finches and buntings are found here.

10 CHOWMAHALLA PALACE

Chowmahalla Palace or Chowmahallatuu (4 Palaces), is a palace of the Nizams of Hyderabad state. It was the seat of the Asaf Jahi dynasty and was the official residence of the Nizams of Hyderabad while they ruled their state. The palace was built by Nizam Salabat Jung. The palace remains the property of Barkat Ali Khan Mukarram Jah, heir of the Nizams. In Urdu, Hindi Char means four, and even in Persian, Chahar means four and in Urdu and Hindi Mahal means palaces, hence the name Chowmahalla four palaces. The palace is located in the old city in Hyderabad near the Charminar. All ceremonial functions including the accession of the Nizams and receptions for the Governor-General were held at this palace. The prestigious UNESCO Asia

Pacific Merit award for cultural heritage conservation was presented to Chowmahalla Palace on 15 March 2010. UNESCO representative Takahiko Makino formally handed over the plaque and certificate to Princess Esra, former wife and GPA holder of Prince Mukarram Jah Bahadur.

CUISINE

Hyderabadi cuisine (native: Hyderabadi Ghizaayat) also known as Deccani cuisine, is the native cooking style of the Hyderabadi Muslims, and began to develop after the foundation of the Bahmani Sultanate, and more drastically with the Qutb shahi dynasty around the city of Hyderabad, promoting the native cuisine along with their own. Hyderabadi cuisine had become a princely legacy of the Nizams of Hyderabad State, as it began to further develop further on from there. It is an amalgamation of Mughal, Turkish, and Arabic along with the influence of the native Telugu and Marathwada cuisines. Hyderabadi Cuisine has different recipes for different events, and hence is categorized accordingly, from banquet food, for weddings and parties, festival foods, and travel foods. The category to which the recipe belongs itself speaks of different things like the time required to prepare the food, the shelf life of the prepared item, etc.

- 1. Hyderabadi Biryani:** I'll start with the most cliched but yummiest dish that Hyderabad has to offer – The world famous Hyderabadi Biryani, This is available everywhere and anywhere in Hyderabad. The yummy biryani can be get anywhere at any time. This yummy meaty main course with the right amount of spices and flavour is every non-vegetarian's paradise.
- 2. Hyderabadi Haleem:** This tasty stew is another favourite. Introduced in Hyderabad during the Nizam rule, this Arabic dish has been localised by adding traditional spices thus

evolving to the famous Hyderabadi haleem. This stew consists of lentils and meat along with pounded wheat and made into a thick paste and commonly found during the months of Ramadan.

3. **Phirni:** This sweet dessert is yet another Ramadan special. Usually made and served in clay pots, this fragrant rice and milk based dessert is a lovely treat for your taste buds. Easy on the stomach, this flavour infused dessert is the one to gorge on after a heavy and delicious meal.
4. **Boti Kebab:** These delicious kebabs are all you need to turn any bad day around! These intensely marinated lamb starters are a must try for any meat lover.
5. **Qubani Ka Meetha:** This authentic Hyderabadi dessert is yet another speciality and hence a necessity to try if you ever visit Hyderabad. This delicacy is made using dried apricots and usually topped with almonds. It can be eaten with ice-cream or can even be garnished with malai (thick cream).
6. **Mirchi Ka Salan:** Sided with the famous Hyderabadi Biryani, Mirchi ka Salan is yet another delicacy which is worth a mention. This gravy dish has coconut, peanuts and sesame seeds as a base and green chillis as the main ingredient. This is usually made with the long hot chillis available in Hyderabad. So, prepare yourself for a spicy treat.
7. **Pesarattu Dosa:** Pesarattu Dosa or Moong Dal Dosa is similar to the normal dosa with the difference being that the batter is made of moong dal. It is one of the favourite breakfast dishes in Andhra Pradesh and also very nutritious. It is sided with ginger chutney, and this combination makes your taste buds go wild.
8. **Lukhmi:** This oddly shaped yet scrumptious samosa is the most popular starter served at every Hyderabadi wedding. It is filled with spice infused minces lamb meat which is tangy and covered with an outer crispy layer and is a must try for any non-vegetarian.
9. **Nihari:** Another Eid Special, Nihari is mouthwatering lamb stew that just pure ecstasy to your taste buds. This is usually cooked along with the marrow and sometimes also with a brain. This delicacy is cooked overnight and even buried underground so that the essence of the masala seeps into the meat. It is so famous during Eid that it is also known as the National Dish of Pakistan.
10. **Double ka Meetha:** A taste-some enticing dessert which is a common preparation during the Hyderabadi Muslim weddings. This bread pudding dessert is made of bread slices soaked in saffron and cardamom infused milk. It is also popularly known as “Double Roti” as it swells up to double of its original size after baking.
11. **Murgh do Pyaza:** Popularly know as “Chicken do Pyaza”, this sweet and spicy dish is relished with naan or roti. The origin of its name comes from the fact that during its preparation, it requires “double” a number of onions as compared to any other chicken dish. This yummy curry has a rich and tangy tomato gravy and sometimes eggs are also added to make it even more exquisite in taste.
12. **Keema Samosa:** Samosas is one evening snack that drives any Indian crazy! But the Keema Samosas of Hyderabad will make you run wild! This yummy monsoon delicacy is

usually made with spicy masala and minced meat and is a must have snack for any samosa lover.

- 13. Irani Chai:** Irani Chai is one of the specialties of Hyderabad. This was first introduced by Persians & soon evolved in the city of Hyderabad. Surroundings of Charminar have great tasting Irani chai with uniqueness in its taste. Slowly brewed spices give the tea decoction and nice flavor. Irani Chai is best when served with Fruitcake cookies, Jeera biscuits or Khara biscuit on the side.

SHOPPING STREET

Hyderabad, the city of Sultans, is famous for its cuisine and more specifically, the aromatic biryani. Things don't end there as the city is also known for street shopping its exquisite jewellery, pearls, embroidered clothing, and shop till you drop attitude.

- 1. KOTI BAZAAR:** During the British rule in India, this place was called Residency Market. In existence for around 200 years, Koti Sultan Bazar is famous for the latest fashion when it comes to women's clothing. From silver junk jewellery to rare pieces, this market is a one-stop-shop for shopping in Hyderabad for all you ladies out there. From stylish Indian salwar kameez sets to churidars and dazzling footwear, this market has row after row of shops that display the finery that Hyderabad has to offer. Before you venture out to shop here, you should brace yourself for a long day. The variety on offer is mind boggling and the amazing deals you can get here will surely confuse you. Street shopping in Hyderabad at its best.
- 2. BEGUM BAZAAR:** The Begum of all bazaars is the Begum Bazaar Hyderabad. Shopping in Hyderabad, for all the tobacco takers, Begum Bazar is the place to be at. By far, this isn't the only product sold here. As a matter of fact, Begum Bazar is renowned for the variety of items sold here. This includes household products and décor, kitchen essentials, cosmetics and daily use items, toiletries and perfumes, and the list is endless. This Hyderabad shopping hub has been in business for the past one hundred and fifty years (150). Gold, silver, exotic dry fruits and fresh fish are also sold here. This place is one of the largest commercial markets in Hyderabad and retailers from all across the country deal with products from here. You can very well imagine the awesome bargains that one will get here. This message goes out to all the shopaholics – get your shoes on, purse ready and head to Begum Bazar Hyderabad.
- 3. NAMPALLY:** If you visit the city of Hyderabad, it would be a treat to visit Nampally. This destination for shopping in Hyderabad is known for the diversity merchandise found here. Clothes, footwear, bangles, bags and wallets, jewellery; you name it and this market stocks it. If you happen to be in the city anytime between the months of January and mid-February, the Numaish exhibition is the place to be at for shopping in Hyderabad. One will find every imaginable product at this famous exhibition. This carries on into the year

and you will get what you are looking for at this marketplace. The icing on the cake is the pricing at this place doesn't hurt the pocket.

4. **TABACCO BAZAAR:** Known as either Tobacco bazaar or General Bazar, or both, this place on M.G Road must make it to our list of 6 cheap places for shopping in Hyderabad. The market begins as a small lane but let that not dampen your spirit as there are over 300 shops to browse through. Standing tall for 60 years, this market has a reputation for selling the best fabrics. If variety is what you are looking for, then that is exactly what you get with the market dealing in chiffon, pochampally, brocade and much more. Women can go through thousands of options when it comes to purchasing kurtis, dupattas, salwar kameezes and blouses it is the hub of street shopping in Hyderabad.
5. **LAAD BAZAAR:** The famous 'Choodi Bazar' that is situated to the west of the Charminar is a paradise of bangle shopping in Hyderabad. This happens to be one of the oldest markets in Hyderabad and is famous for the artificial jewellery sold here. Apart from this, silverware, antique items, silk sarees, khara dupattas (a traditional variety), fabrics, spices, and perfumes are sold here. The truth is there is much more that one can get their hands on at this market.
6. **HYDERABAD PERFUMERS:** The Perfume Market in Hyderabad is located between the Laad Bazaar and Moti Chowk. This nawaabi town is famous for having luxurious scents which are called 'Itr' in local lingo. You can buy small glass bottles and vials of perfumes that have been made locally with absorb-able oils. Some of the shops in this market are centuries old and the business has been passed down the family for generations altogether. Head to the Perfume Market near Charminar, to make your shopping experience in Hyderabad, more fancy.
7. **SHILPARAMAM:** Shilparamam Crafts Village is another spot where you can have an incredible shopping experience. This place has 15 huts made typically in a rural manner that provide shoppers with the experience of how villagers work. The local products made in villages and the handicrafts produced showcase the authentic culture of the state. Besides shopping, this crafts village also has a small man made lake where people can go boating.

1.6 STATEMENT OF THE PROBLEM

Hyderabad mainly focuses on leisure and recreational tourism. For millions, Hyderabad is a synonym of Ramoji film city. A large number of people spent their time for recreational tour and activities in the film city. Business tourism is also popular in Hyderabad. In Business sector of India, the city has become the most favored destination for all International conventions, meetings and trade shows.

Hyderabad is a reservoir of many cultural tourism products. Hyderabad can be a major cultural tourist spot in South India, if we tap all the cultural tourism resources effectively. The major cultural attractions in Hyderabad are Charminar, Golconda fort, Chowmahalla palace, Mecca Masjid etc. All these attractions are under the perimeter of 10 kilometres. Despite of all these, we found that the cultural tourism has less importance in Hyderabad. There are a number of heritage sites, monuments in Hyderabad. Therefore the promotion and development of cultural tourism in Hyderabad is very important.

In this project we are evaluating the potential of cultural tourism by visiting the major cultural spots like Charminar, Golconda fort and Mecca Masjid, and there by unveiling the cultural strength of Hyderabad tourism.

1.7 OBJECTIVES OF THE STUDY

- To understand cultural tourism.
- To attain an in-depth knowledge about the cultural heritage of Hyderabad.
- To gain knowledge about the cultural tourism products of Hyderabad.
- To know more about Hyderabad as a tourism destination.
- To suggest ways and means to promote cultural tourism in Hyderabad.

1.8 SCOPE OF THE STUDY

Hyderabad has been the centre of a vibrant historical legacy, ever since its inception by the Qutub Shahi dynasty, to be later on conquered by Mughal Empire and finally falling in the hands of Asaf Jahi dynasty. The influence of this vast royal past shines even today in Hyderabad's culture, food and iconic architectural structures such as Charminar and Golkonda Fort which stand as testaments to the city's glorious history. It is a sad fact to note that the concept of cultural tourism in Hyderabad has not been made a topic of research by academicians or historians and such an important area is totally neglected. As deep rooted studies has not been done in linking tourism industry with the cultural aspects of this place, there is ample scope for research in cultural tourism and its utmost importance in a fact changing society dominated by technological progress.

The scope of the present study is very far-reaching and profound. The study aims at unveiling the special attributes of cultural tourism in Hyderabad. Cultural tourism is important

for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps to build image, it helps preserve the cultural and historical heritage, with culture as an instrument it facilitates harmony and understanding among people it supports culture and helps renew tourism.

Hyderabad is endowed with innumerable cultural tourism attractions from monuments to cuisine, distinctly positioning in the world tourism map. Further, deep rooted studies have not been undertaken in linking tourism industry with culture. Hence, there is ample scope for research in the dynamics of cultural tourism Moreover; this study evaluates the role of art and architecture as accelerating factors in cultural tourism development.

LIMITATIONS OF THE STUDY

- ❖ The cost and time was limiting factor in this research work.
- ❖ The accuracy of the details mainly based on the answers of the respondents.
- ❖ The way of answering of the respondents is influenced by some characteristics such as attitude, mood, biases etc.

REVIEW OF LITERATURE

- ❖ Bansal S.P. and Prasant Gautam stated that tourism has, today, emerged as one of the fast growing industries in the World and shows its importance in developing social and cultural linkages at the national and international level. On account of its multifarious and far-reaching benefits in terms of employment generation, foreign exchange earnings, improvement in living standard, modernization of infrastructure and contribution towards protection, preservation and conservation of our natural and cultural heritage, obviously becomes vitally significant for the developing economies as an agent to the holistic development.
- ❖ Manish Ratti (2007) pointed out that the natural attractions are the main infrastructure of tourism, but they are not sufficient to satisfy the tourists of different tastes. These need to be complimented by other manmade tourists facilities and infrastructure.
- ❖ Yanwei Ma, Seng Fook Dr. Ong, Low Dr. Kevin
There is a long history about the academic development of cultural tourism. Study on cultural tourism has accumulated many years with rich achievements, from the definition of the concept, and also expand to other areas which relates to the research field of cultural tourism subjects is from the early anthropology to extend to the communication science, behavioral science, literature, urban studies, marketing, ecology etc.. The research purpose of cultural tourism is to promote the region development. The research of this area is worth to be paid more attention. During the research processing, more and

more scholars pay attention to the method improvement which are starting from the qualitative analysis to quantitative analysis.

- ❖ Boniface (1995), Eagleton (2000) and Smith (2003) observe that tourists' attitudes and motivations for travel are changing, as demonstrated by the new forms of special-interest tourism, such as township tourism. Evidence suggests that tourists are less likely than before to view travel as simply a 'vacation', the principal goal of which is rest and relaxation (Poon, 1993). The majority of tourists today prefer to actively engage their minds or bodies; a change of this nature may help to explain the tremendous rise in both the volume and types of special-interest tourism (Richards, 1997; Timothy & Boyd, 2003). Special-interest tourism in large measure entails contact with other cultures and learning about other ways of life, as in township tourism.

CHAPTER.2

RESEARCH METHODOLOGY

A research method is a systematic plan for conducting research. Sociologists draw on a variety of both qualitative and quantitative research methods, including experiments, survey research, participant observation, and secondary data. Quantitative methods aim to classify features, count them, and create statistical models to test hypotheses and explain observations. Qualitative methods aim for a complete, detailed description of observations, including the context of events and circumstances.

For this project data is collected through primary and secondary method. Primary data is obtained from interview method. Secondary data is obtained through brochure, internet and magazine.

Sample design

Sample size : 30

Sampling : Random sampling

Sampling tool : Questionnaire

Area of study : Hyderabad

Data received from sampling is tabulated and interpreted through graphical representation.

CHAPTER 3 DATA ANALYSIS AND INTERPRETATIONS

Nationality of the respondents

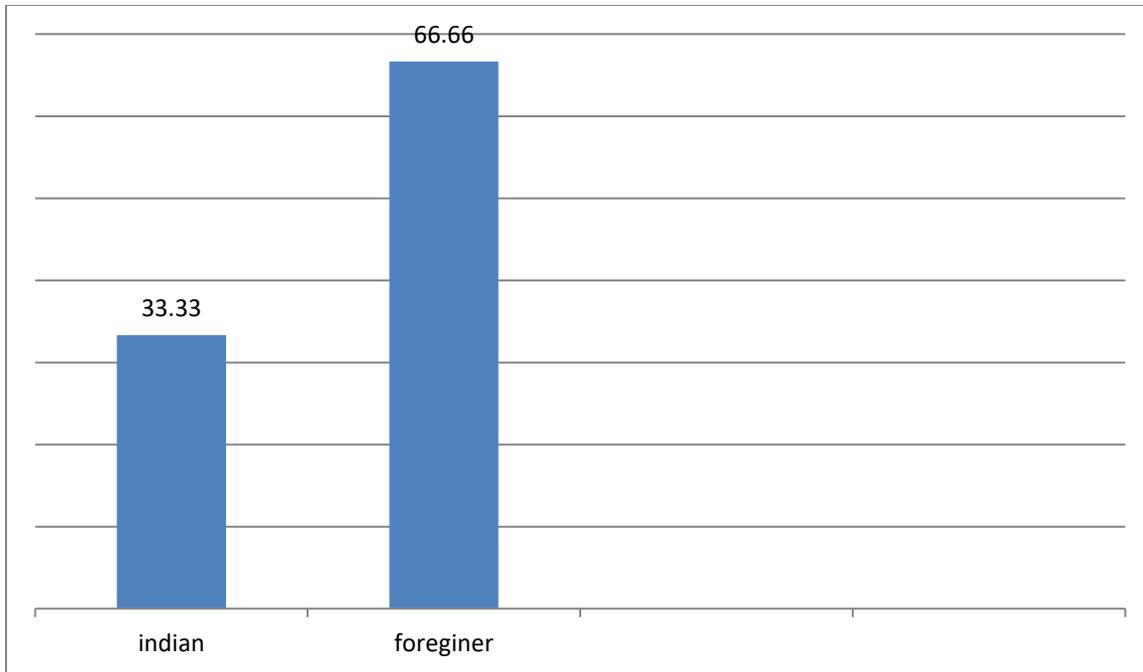
Table 3.1

Nationality	No. of Respondents	Percentage
Indian	10	33.33
Foreigner	20	66.66
Total	30	100

In the case of nationality of respondent 33.33 percentage are Indian and 66.66 percentage are foreigners.

Figure 3.1

Nationality wise classification.



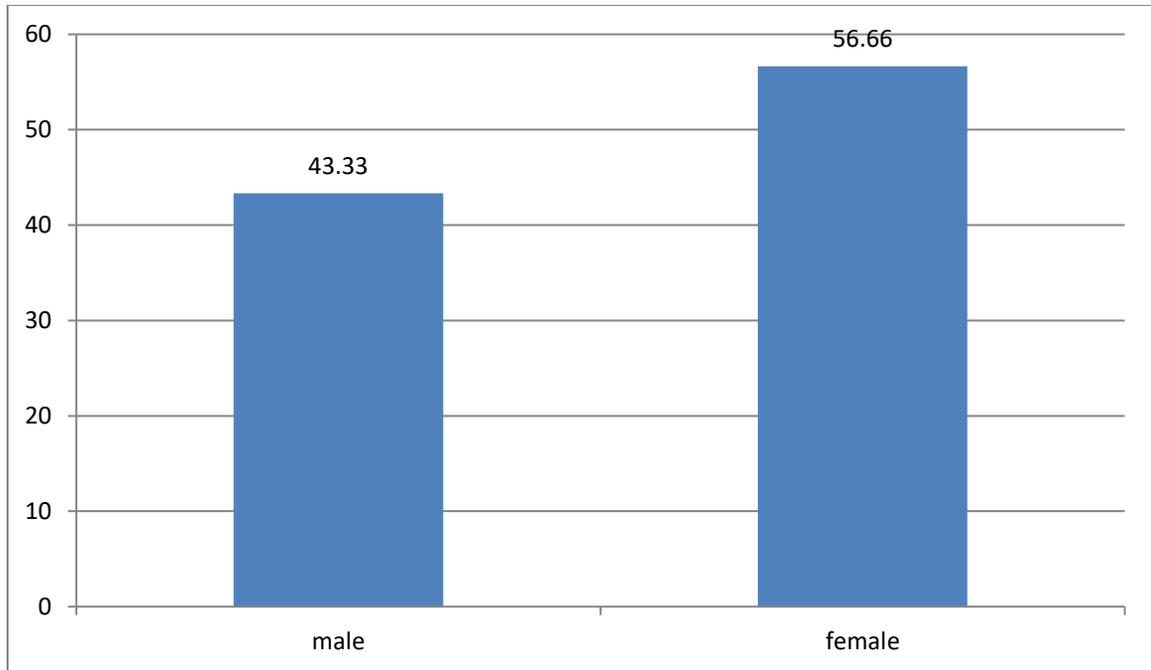
Gender of the respondents

Table 3.2

Gender	No. of respondents	Percentage
Male	13	43.33
Female	17	56.66
total	30	100

In this classification of respondents it is found that 43.33% are male and 56.66% are female.

Figure 3.2



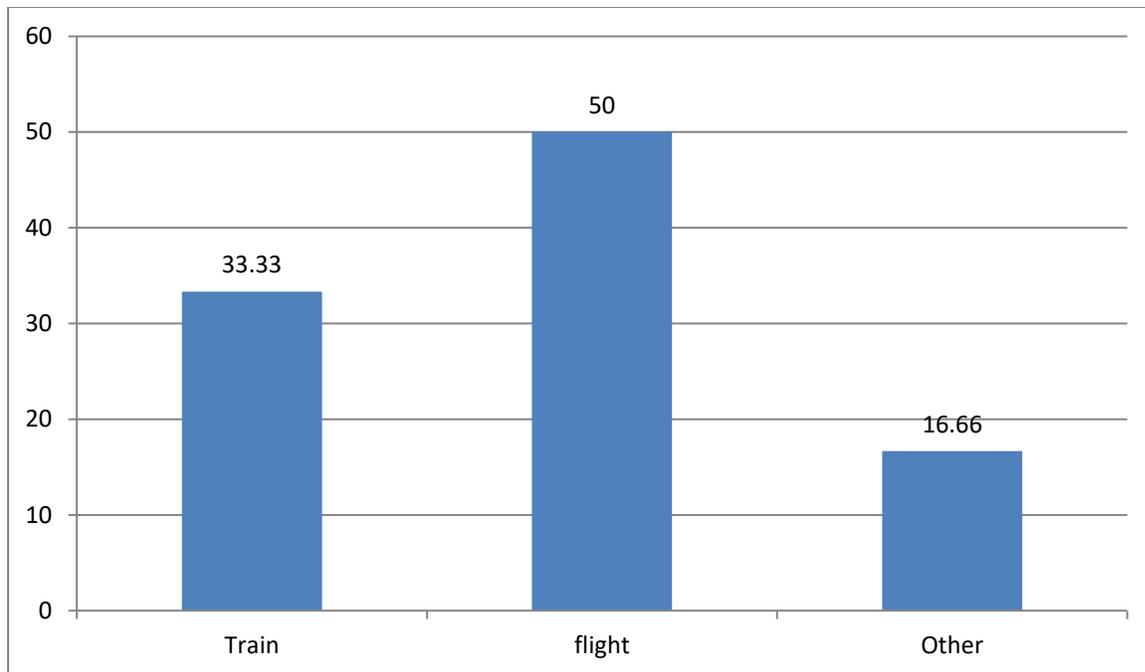
Mode of transportation

Table 3.3

Mode of transportation	No. of respondents	Percentage
Train	10	33.33
Flight	15	50
Others	5	16.66
Total	30	100

As per the above table 33.33 % of people travel in train, 50 % by flight and 16.66 percentage of people used other mode of transportation.

Figure 3.3



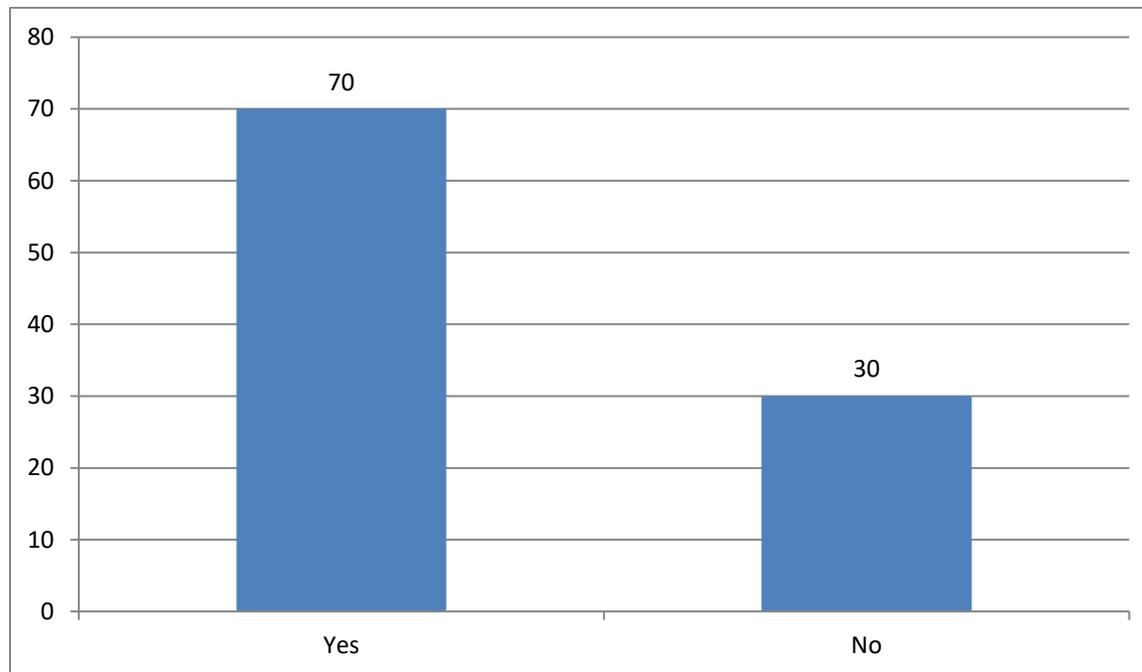
VISIT

Table 3.4

Visit	No. of respondents	Percentage
Yes	21	70
No	9	30
Total	30	100

In this case of respondents 70% of people visited Hyderabad at first time and 30% of people visited Hyderabad again.

Figure 3.4



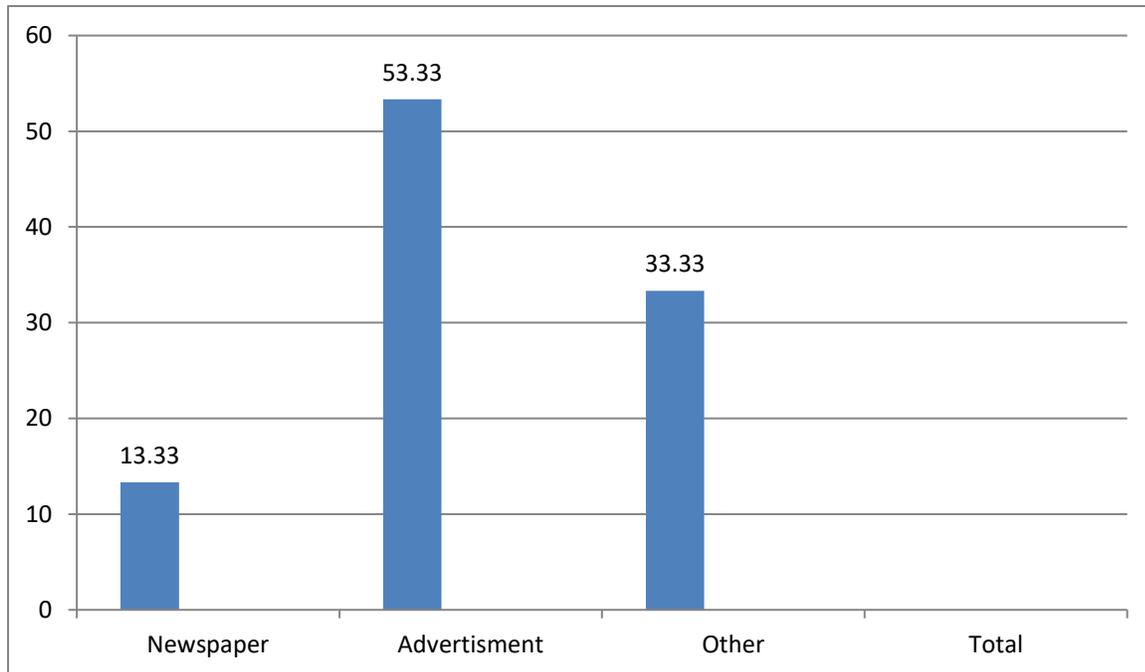
Medias promoting Hyderabad tourism

Table 3.5

Medias promoting Hyderabad tourism	No. of respondents	Percentage
Newspaper	4	13.33
Advertisement	16	53.33
Friends and relatives	3	10
Others	7	23.33
Total	30	100

Among the medias promoting Hyderabad tourism, newspaper attracted 13.33 % of tourist, advertisement attracted 53.33 % tourist and 10% and 23.33% of tourist were attracted by other type of medias.

Figure 3.5



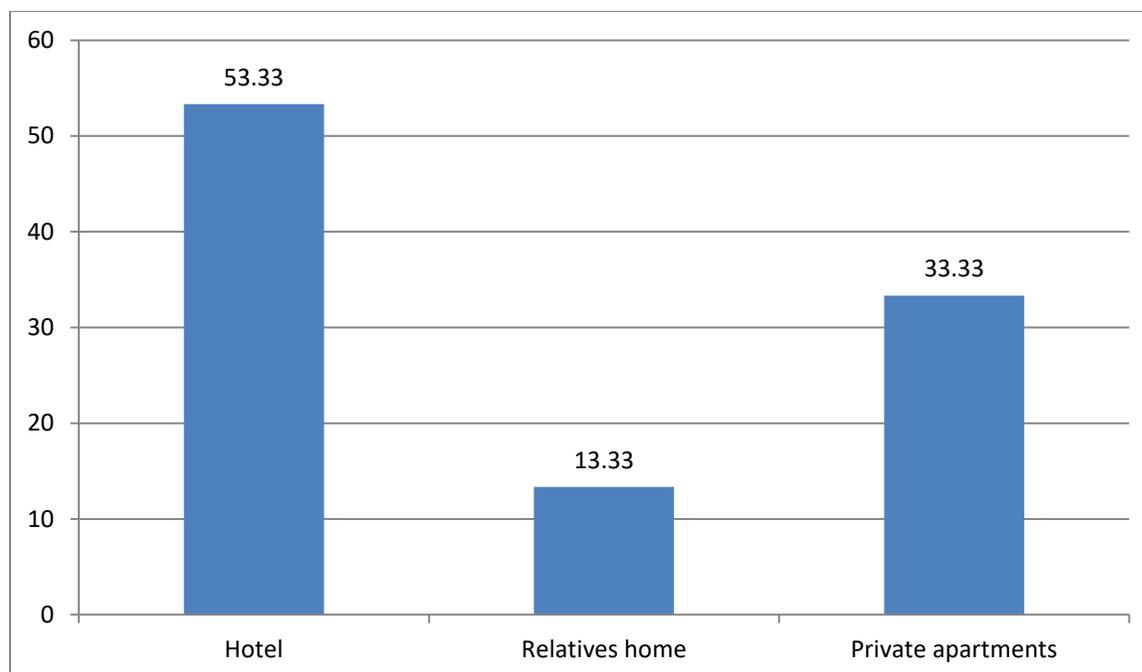
Stay in Hyderabad

Table 3.6

Stay in Hyderabad	No. of Respondents	Percentage
Hotel	16	53.33
Relatives home	4	13.33
Private apartment	10	33.33
Total	30	100

In this classification of respondents, 53.33 percentage of tourist were stay at hotel, 13.33 percentages were stay at relatives home and 33.33 percentages of people were stay at private apartment.

Figure 3.6



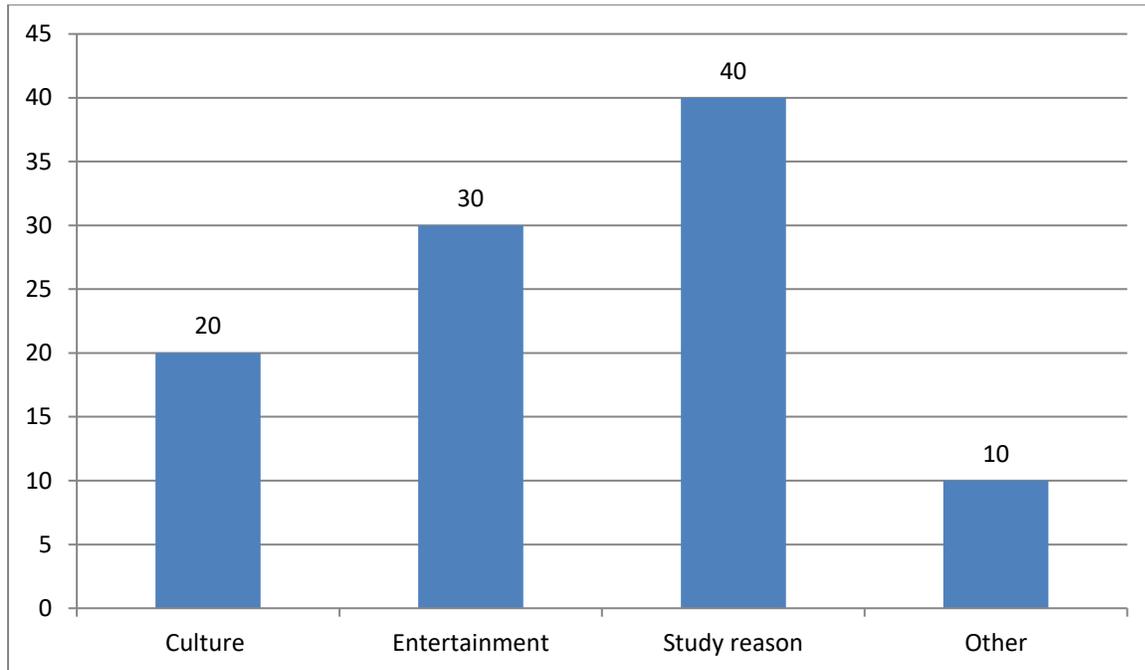
Purpose of visit

Table 3.7

Purpose of visit	No. of respondents	Percentage
Culture	12	40
Entertainment	9	30
Study reason	6	20
Other	3	10
Total	30	100

As per the above table, 40 percentage of tourist visited Hyderabad for culture, 30 percentage for entertainment, 20 percentage for study reason and 10 percentage for other purposes.

Figure 3.7



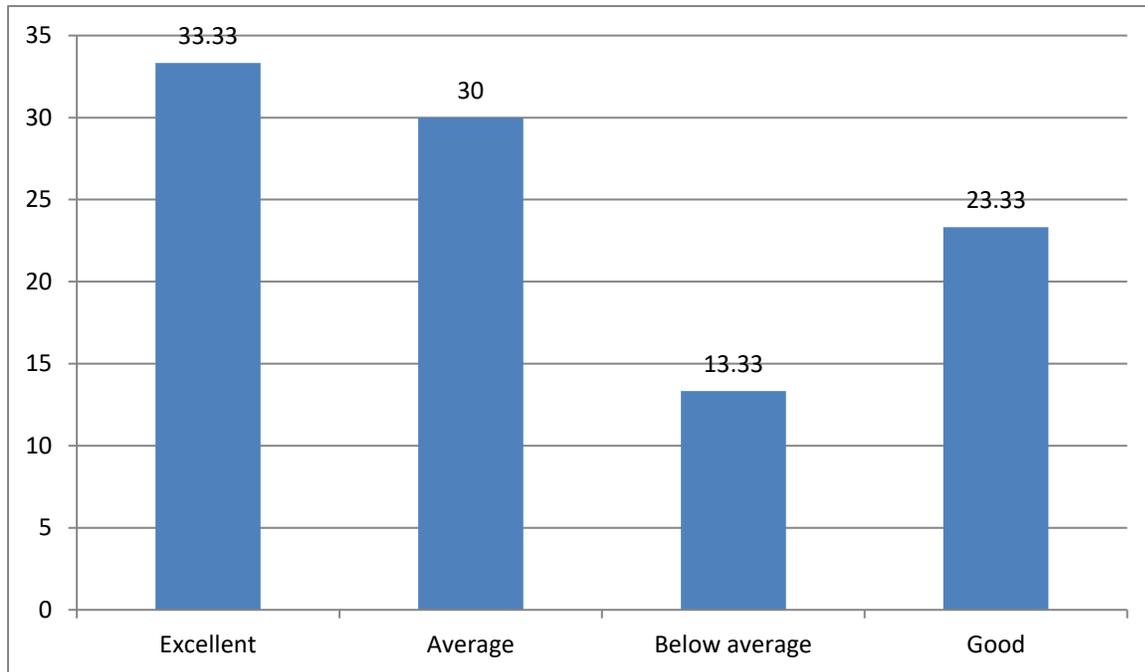
Quality of service

Table 3.8

Quality of service	No. of respondents	Percentage
Excellent	10	33.33
Good	7	23.33
Average	9	30
Below average	4	13.33
Total	30	100

In this classification of respondents , 33.33 percentage of tourist have excellent opinion about the quality of service, 23.33 percentage of people have good quality of service, 30 percentage responded that the quality of services provided are average and 13.33 percentage responded that the quality of services provided are below average.

Figure 3.8



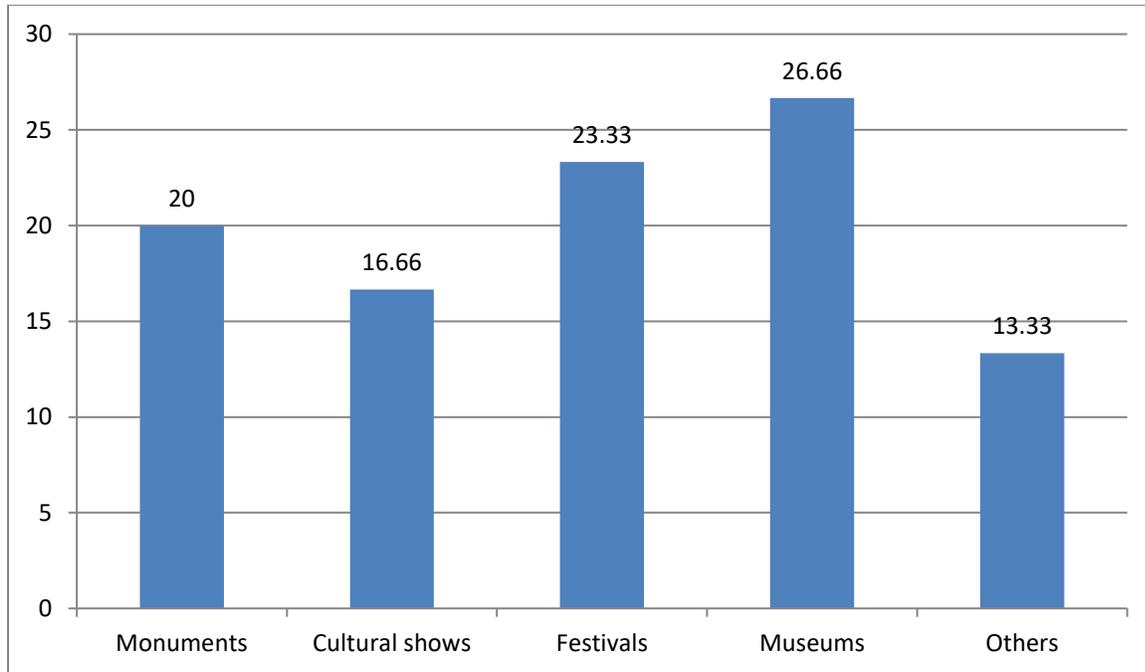
Cultural attractions

Table 3.9

Cultural attractions	No. of respondents	Percentage
Monuments	7	23.33
Cultural shows	8	26.66
Festivals	6	20
Museums	5	16.66
Others	4	13.33
Total	30	100

Among the cultural attractions of Hyderabad 23.33% of people visited monuments, 26.66% of people is interested in cultural shows, 20% of people are engaged in festivals, museums were visited by 16.66% of people and 13.33% are involved in other types of cultural attractions.

Figure 3.9



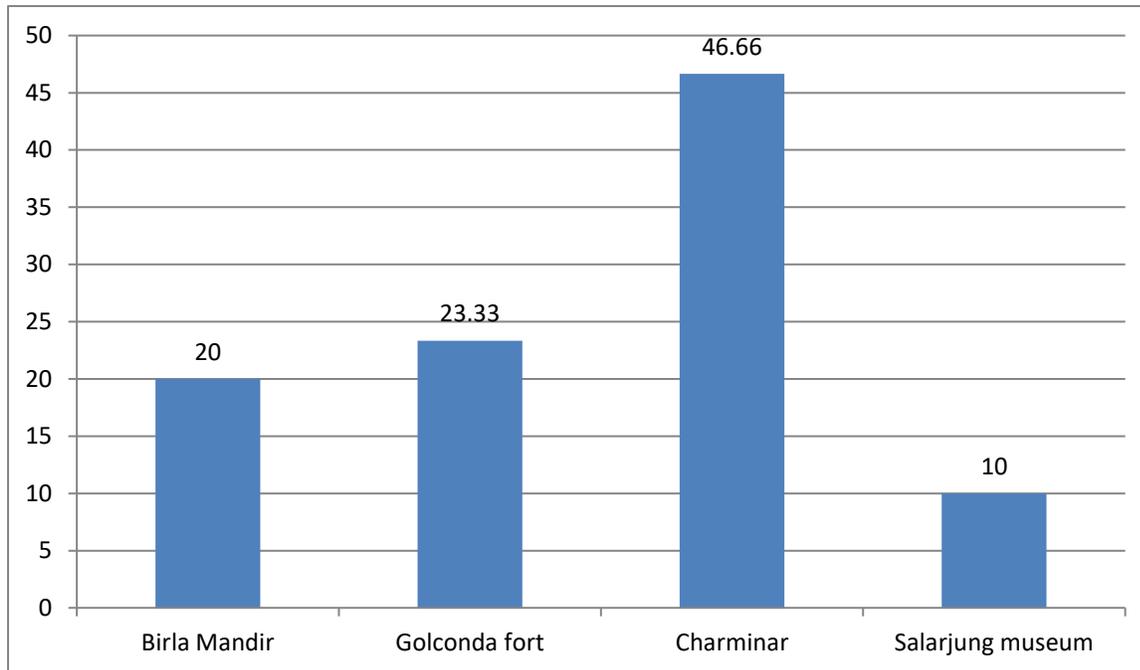
Popular Cultural tourism spot

Table 3.10

Cultural tourism spot	No. of respondents	Percentage
Birla Mandir	6	20
Golconda fort	7	23.33
Charminar	14	46.66
Salar Jung Museum	3	10
Total	30	100

As per this table 20% of tourist visit the Birla Mandir as a cultural tourism spot, 23.33% of people visited Golconda fort, 46.66% of people visited Charminar and 10% of people visited Salar jung museum as a cultural tourist destination.

Figure 3.10



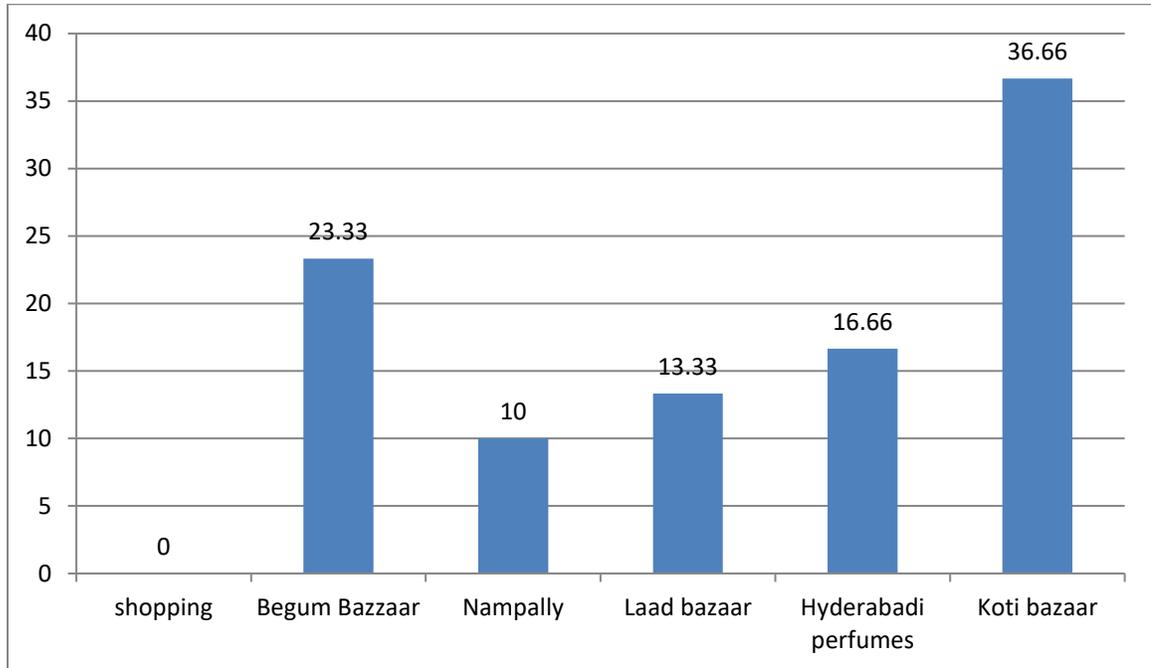
popular shopping street

Table 3.11

Famous shopping street	Number of respondents	Percentage
Begum Bazaar	7	23.33
Nampally	3	10
Laad bazaar	4	13.33
Hyderabadi perfumes	5	16.66
Koti bazaar	11	36.66
Total	30	100

In the above table 23.33% of the tourist's spent their shopping time at Begum Bazaar, 10% of tourist at Nampally, 13.33% of people spent their shopping at Laad bazaar, 16.66% of people go to Hyderabdi perfumes shop and 36.66% of people spent their shopping time at Koti bazaar.

Figure 3.11



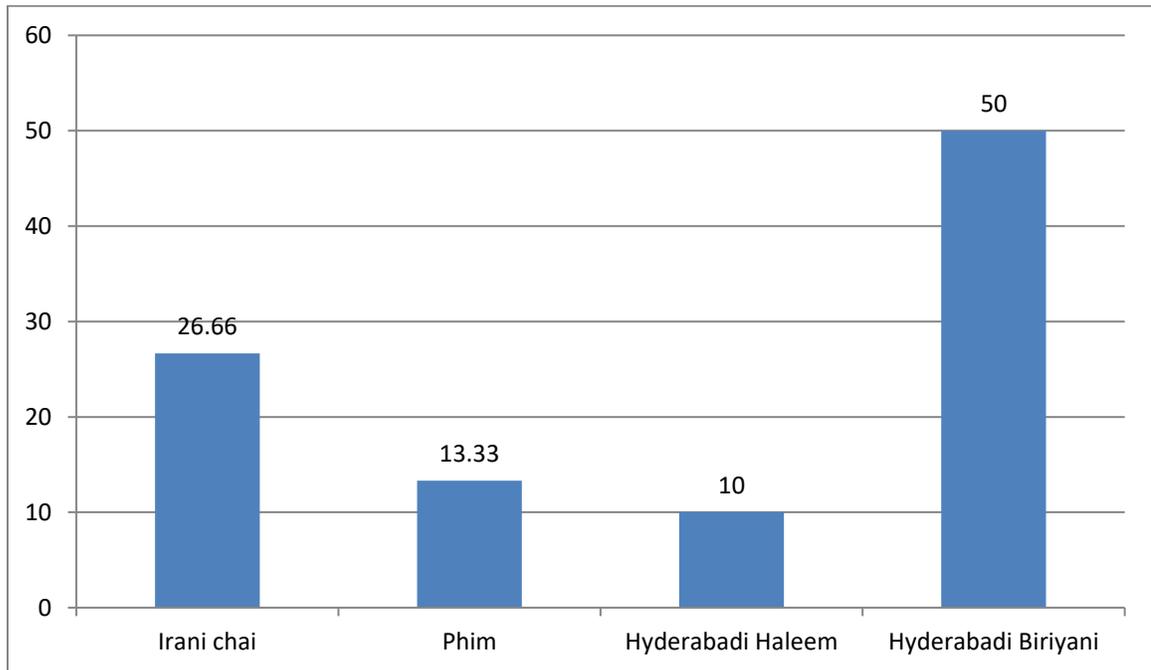
popular dish

Table 3.12

Most favorite dish	Number of respondents	Percentage
Irani chai	8	26.66
Phirni	4	13.33
Hyderabad Haleem	3	10
Hyderabad Biryani	15	50
Total	30	100

As per this table 26.66% of people choose Irani chai, 13.33% of people have Phirni as their favourite dish, 10% of people have Hyderabad Haleem and 50% of people have Hyderabad Biryani as their most favorite dish.

Figure 3.12



CHAPTER.4

FINDINGS, SUGGESTIONS, CONCLUSION

FINDINGS

On the basis of this study, the findings of the study are as follows.

- ❖ According to our study most of the tourists are foreigners.
- ❖ Among the respondents female are higher than male.
- ❖ Most of the tourist used flight as their mode of transportation.
- ❖ Most of the respondents are first time visitors.

- ❖ Most of the people come to know about Hyderabad through advertisement
- ❖ Most of the respondents depend hotel for their accommodation.
- ❖ Most of the tourist visit Hyderabad to study about its culture.
- ❖ According to our study all the tourist services provided at the destination are excellent.
- ❖ Most of the tourist prefers cultural attraction.
- ❖ Charminar is the popular cultural site in Hyderabad.
- ❖ According to our study Koti bazaar is the most famous shopping site.
- ❖ Hyderabad biriyani is the popular dish there.

SUGGESTIONS

Following are the suggestions based on our evaluation.

- ❖ Make a warm and friendly atmosphere for tourist.
- ❖ Improve the standard of amenities provided near the cultural attractions.
- ❖ Proper training programmes to be arranged for the guides.
- ❖ Developing marketing plan and promotional campaign for attracting domestic tourists and international tourist from abroad.
- ❖ The government should take more efforts to promote cultural tourism in Hyderabad.
- ❖ To take actions for improve the road transportation (bus transportation).
- ❖ It is important to keep all the cultural attractions and their surrounding clean.

CONCLUSION

Tourism has been one of the important economic activities irrespective geographic locations of the countries. Many countries enjoy the privilege of being a hub of spiritual activities that attract tourists from all over the world

Hyderabad is known for several facets of cultural heritage tourism. The cultural, diversity religion specific and caste/community specific festivals and in addition to traditional

handicrafts and skills of the cottage industry provide impetus to tourism and economy also. Given proper encouragement to cultural tourism, traditional arts and handicrafts will definitely revive the local economies. Cultural Tourist Centers are situated in the urban or semi-urban and rural areas, which could provide authentic information about local hospitality facilities like hygiene food and entertainment. Local artists, the theatres like Surabhi drama , dances like Kuchipudi, Perini, other handicrafts at Nirmal, Kondapalli, Kalahasthi deserve to be encouraged on priority basis along with the related products made available as souvenirs, memorabilia, gifts, miniature replicas at every Cultural Center. Village atmosphere is required to be recreated and refurbished in urban areas like Shilparamam, in Hyderabad, as these turn out to be great attractions for further tourism. Similar centers need be also developed and entrance fee should be made affordable to the different classes of tourists and should not be, obviously, cost-prohibitive.

The natural heritage of Hyderabad has been assessed and found to be highly potential for promotion of Tourism in almost all the circuits offering various benefits for the rural populace. Tourism is an important source of jobs and vocations to be pursued especially by the suburban population specially youth unemployed. Nature tourism occupies the place next to the religious tourism in Hyderabad.

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QUESTIONNAIRE FOR TOURIST

1. Nationality

Indian

Foreigner

2. Gender

Male

Female

3. Name the mode of transportation used to visit Hyderabad

Train

Flight

Others

4. Is this your first visit to this tourist destination?

Yes

No

5. How do you come to know about Hyderabad tourism?

Newspaper

Advertisement

Friends & Relatives

Others

6. Where do you stay in Hyderabad?

Hotel

Relatives home

Private apartment

7. What are the main reasons for visit to this tourist destinations?

To learn the Culture of Hyderabad

Entertainment purpose

Study purpose

8. How do you rate tourist services at the destinations?

Excellent

Good

Average

Below average

9. Name the cultural attractions do you prefer?

Monuments

Cultural shows

Festivals

Museums

Others

10. Which is the favorite cultural tourism spot in Hyderabad?

Birla Mandir

Golconda fort

Charminar

Salar Jung mu

11. Which is the favourite shopping street?

Begum bazaar

Nampally

Laad bazar

Koti bazaar

Hyderabad perfumes

12. Which is the most favourite dish you like in Hyderabad?

Irani chai

Phirni

Hyderabadi haleem

Hyderabadi biriyani

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